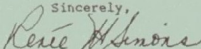
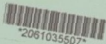


We hope that you will take this opportunity to try new Benson & Hedges Lights Box or one of our other fine products, and discover the difference quality makes.

Sincerely,



Renee Simons  
Brand Manager  
Benson & Hedges



\*2061035507\*

*New*  
**LIGHTS BOX**

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

Ultra Lights: 6 mg "tar," 0.6 mg nicotine— Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine— 100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb. '85.

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